

IN THE CLAIMS

1. (Currently Amended) A method comprising:

obtaining a plurality of details about an event of a marketing partner, said plurality of details comprising a date and a location;

receiving, at a first computer operated by a ground transportation coordinator over a network, a transmission indicating an indication that a portion of a content page an identifier presented by another has been selected by a consumer, wherein said content page is displayed on a second computer, wherein said second computer is operated by said consumer and is in communication with said first computer, and wherein said consumer's selection of said portion of said content page causes said first computer to transmit to said second computer for display by said second computer;

providing data indicative of an arrangement for a ground transportation service specifically provided for said associated with an event, wherein said ground transportation service comprises at least one predetermined route between a stop and said location; and

data indicative of a logo of said marketing partner; and

receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises identification of said route, identification of a number of ground transportation seats requested by said consumer, and identification of said event a seat on a bus, motor coach, or a van for carriage between a stop and said event.

2. (Currently Amended) The method of claim 1, further comprising providing said consumer a confirmation of receipt of said order.

3. (Currently Amended) The method of claim 2, further comprising receiving data descriptive of a request for purchase of said order ~~seat on a bus, a motor coach, or a van.~~

4. (Currently Amended) The method of claim 3, further comprising confirming purchase of said order ~~seat on a bus, a motor coach, or a van.~~

5. (Previously Presented) The method of claim 1, wherein said order specifies a particular seat located on a bus, a motor coach, or a van.

6. (Currently Amended) The method of claim 1, wherein said data indicative of a ground transportation service ~~an arrangement for ground transportation~~ is provided at a time of or prior to obtaining a ticket for admission to said event.

7. (Cancelled)

8. (Currently Amended) The method of claim 1, wherein said portion of said content page identifier identifies said ground transportation ~~a seat chartering~~ coordinator.

9. (Cancelled)

10. (Currently Amended) The method of claim 1, wherein said order further comprises a request for admission to said event.

11. (Cancelled)

12. (Currently Amended) The method of claim 1, wherein said providing data indicative of a ground transportation service ~~said arrangement for ground transportation~~ occurs

substantially simultaneously after said receiving said indication that said portion of said content
page identifier has been selected.

13. (Cancelled)

14. (Currently Amended) A method comprising:

obtaining a plurality of details about an event of a marketing partner, said plurality
of details comprising a date and a location;

receiving, at a first computer operated by a ground transportation coordinator, a
transmission indicating, an indication that an event transportation identifier presented by another
has been selected by a consumer, wherein said event transportation identifier is displayed on a
second computer, wherein said second computer is operated by said consumer and is in
communication with said first computer, and wherein said consumer's selection of said event
transportation identifier causes said first computer to transmit to said second computer for
display by said second computer;

providing data indicative of a ground transportation service specifically
provided for said an arrangement for ground transportation associated with an event, wherein
said ground transportation service comprises at least one predetermined route between a stop and
said location; and

data indicative of a logo of said marketing partner; and

receiving, at said first computer, data descriptive of an order for said ground
transportation service, wherein said order comprises identification of said route, identification of

a number of ground transportation seats requested by said consumer, and identification of said event ~~a seat on a bus, a motor coach, or a van for carriage between a stop and said event.~~

15. (Cancelled)

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

20. (Cancelled)

21. (Cancelled)

22. (Cancelled)

23. (Cancelled)

24. (Cancelled)

25. (Cancelled)

26. (Currently Amended) A device comprising:

means for obtaining a plurality of details about an event of a marketing partner,

said plurality of details comprising a date and a location;

means for receiving, at a first computer operated by a ground transportation coordinator, a transmission indicating an indication that a portion of a content page has been selected by a consumer, wherein said content page is displayed on a second computer, wherein said second computer is operated by said consumer and is in communication with said first

computer, and wherein said consumer's selection of said portion of said content page causes said first computer to transmit to said second computer for display by said second computer: an identifier presented by another has been selected;

means for providing data indicative of a an arrangement for ground transportation service specifically provided for said event, wherein said ground transportation service comprises at least one predetermined route between a stop and said location associated with an event; and

data indicative of a logo of said marketing partner; and

means for receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises identification of said route, identification of a number of ground transportation seats requested by said consumer, and identification of said event a seat on a bus, a motor coach, or a van for carriage between a stop and said event.

27. (Cancelled)

28. (Currently Amended) A device operated by a ground transportation coordinator comprising:

a memory having embodied therein data descriptive of a ground transportation service specifically provided for an arrangement for ground transportation associated with an event, wherein said ground transportation service comprises at least one predetermined route between a stop and an event location; and

a processor in communication with said memory, said processor configured:

~~to receive, over a network, an indication that an identifier presented by~~
~~another~~ a transmission indicating that a portion of a content page has been selected by a
consumer, wherein said content page is displayed on a computer operated by said consumer,
wherein said computer is in communication with said device operated by said ground
transportation coordinator, and wherein said consumer's selection of said portion of said content
page causes said device to transmit to said computer for display by said computer;

~~to provide data indicative of said ground transportation service an~~
~~arrangement for ground transportation associated with an event; and~~

data indicative of a logo of said marketing partner; and

to receive data descriptive of an order for said ground transportation
service, wherein said order comprises identification of said route, identification of a number of
ground transportation seats requested by said consumer, and identification of said event ~~a seat on~~
~~a bus, a motor coach, or a van for carriage between a stop and said event.~~

29. (Currently Amended) The device system of claim 28, wherein said processor is further configured to provide confirmation of receipt of said order.

30. (Currently Amended) The device system of claim 29, wherein said processor is further configured to receive data descriptive of a request for purchase of said order seat on a
bus, a motor coach, or a van.

31. (Currently Amended) The device system of claim 30, wherein said processor is further configured to confirm purchase of said order seat on a bus, a motor coach, or a van.

32. (Currently Amended) A computer-readable storage medium encoded with processing instructions for implementing a method, said processing instructions for directing a first computer operated by a ground transportation coordinator to perform the steps of:

obtaining a plurality of details about an event of a marketing partner, said plurality of details comprising a date and a location;

receiving, at said first computer, an indication that an identifier presented by another has been selected; a transmission indicating that a portion of a content page has been selected by a consumer, wherein said content page is displayed on a second computer, wherein said second computer is operated by said consumer and is in communication with said first computer, and wherein said consumer's selection of said portion of said content page causes said first computer to transmit to said second computer for display by said second computer:

providing data indicative of a ground transportation service specifically provided for said event, wherein said ground transportation service comprises at least one predetermined route between a stop and said location ~~an arrangement for ground transportation associated with an event;~~ and

data indicative of a logo of said marketing partner; and

receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises identification of said route, identification of

a number of ground transportation seats requested by said consumer, and identification of said event ~~a seat on a bus, a motor coach, or a van for carriage between a stop and said event.~~

33. (Cancelled)

34. (Cancelled)

35. (Cancelled)

36. (Cancelled)

37. (Cancelled)

38. (Cancelled)

39. (Cancelled)

40. (Cancelled)

41. (Cancelled)

42. (Cancelled)

43. (Cancelled)

44. (Cancelled)

45. (Cancelled)

46. (Cancelled)

47. (New) The method of claim 1, wherein said portion of said content page comprises an icon identifying said ground transportation coordinator.

48. (New) The method of claim 1, wherein said portion of said content page comprises a hyperlink.

49. (New) The method of claim 1, wherein said first computer comprises one or more servers.

50. (New) The method of claim 1, further comprising providing, to said second computer, data indicative of a logo of said ground transportation coordinator for display by said second computer simultaneously with display by said second computer of said marketing partner's logo.

51. (New) The method of claim 1, further comprising providing, to said second computer, data indicative of a plurality of additional events of said marketing partner and at least one corresponding event transportation identifier.

52. (New) A method comprising:
obtaining a plurality of details about a sporting event of a sports organization, said plurality of details comprising a game opponent, a game time, and a game location;
receiving, at a first computer operated by a ground transportation coordinator, a transmission indicating that a portion of a content page has been selected by a consumer, wherein said content page is displayed on a second computer, wherein said second computer is operated by said consumer and is in communication with said first computer, and wherein said consumer's selection of said portion of said content page causes said first computer to transmit to said second computer for display by said second computer:

data indicative of a ground transportation service specifically provided for said sporting event, wherein said ground transportation service comprises at least one predetermined route between a stop and said game location; and

data indicative of a logo of said sports organization; and

receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises identification of said predetermined route, identification of a number of ground transportation seats requested by said consumer, and identification of said sporting event.

53. (New) The method of claim 52, further comprising providing said consumer a confirmation of receipt of said order.

54. (New) The method of claim 53, further comprising receiving data descriptive of a request for purchase of said order.

55. (New) The method of claim 54, further comprising confirming purchase of said order.

56. (New) The method of claim 52, wherein said order specifies a particular seat located on a bus, a motor coach, or a van.

57. (New) The method of claim 52, wherein said data indicative of a ground transportation service is provided at a time of or prior to obtaining a ticket for admission to said sporting event.

58. (New) The method of claim 52, wherein said order further comprises a request for admission to said sporting event.

59. (New) The method of claim 52, wherein said providing data indicative of a ground transportation service occurs substantially simultaneously after said receiving said indication that said portion of said content page has been selected.

60. (New) A method comprising:
obtaining a plurality of details about a concert event, said plurality of details comprising at least one artist or group, a concert date, and a concert venue;
receiving, at a first computer operated by a ground transportation coordinator, a transmission indicating that a portion of a content page has been selected by a consumer, wherein said content page is displayed on a second computer, wherein said second computer is operated by said consumer and is in communication with said first computer, and wherein said consumer's selection of said portion of said content page causes said first computer to transmit to said second computer for display by said second computer:

data indicative of a ground transportation service specifically provided for said concert event, wherein said ground transportation service comprises at least one predetermined route between a stop and said concert venue; and

data indicative of a logo of one or more of said concert venue or said at least one artist or group; and

receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises identification of said predetermined route, identification of a number of ground transportation seats requested by said consumer, and identification of said concert event.

61. (New) The method of claim 60, further comprising providing said consumer a confirmation of receipt of said order.

62. (New) The method of claim 61, further comprising receiving data descriptive of a request for purchase of said order.

63. (New) The method of claim 62, further comprising confirming purchase of said order.

64. (New) The method of claim 60, wherein said order specifies a particular seat located on a bus, a motor coach, or a van.

65. (New) The method of claim 60, wherein said data indicative of a ground transportation service is provided at a time of or prior to obtaining a ticket for admission to said concert event.

66. (New) The method of claim 60, wherein said order further comprises a request for admission to said concert event.

67. (New) The method of claim 60, wherein said providing data indicative of a ground transportation service occurs substantially simultaneously after said receiving said indication that said portion of said content page has been selected.

68. (New) A method comprising:

obtaining a plurality of details about a theatrical event, said plurality of details comprising at least one theatrical work, a date, and a venue;

receiving, at a first computer operated by a ground transportation coordinator, a transmission indicating that a portion of a content page has been selected by a consumer, wherein said content page is displayed on a second computer, wherein said second computer is operated by said consumer and is in communication with said first computer, and wherein said consumer's selection of said portion of said content page causes said first computer to transmit to said second computer for display by said second computer:

data indicative of a ground transportation service specifically provided for said theatrical event, wherein said ground transportation service comprises at least one predetermined route between a stop and said venue; and

data indicative of a logo of one or more of said venue or said theatrical work or at least one artist or group performing said theatrical work; and

receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises identification of said predetermined route, identification of a number of ground transportation seats requested by said consumer, and identification of said theatrical event.

69. (New) The method of claim 68, further comprising providing said consumer a confirmation of receipt of said order.

70. (New) The method of claim 69, further comprising receiving data descriptive of a request for purchase of said order.

71. (New) The method of claim 70, further comprising confirming purchase of said order.

72. (New) The method of claim 68, wherein said order specifies a particular seat located on a bus, a motor coach, or a van.

73. (New) The method of claim 68, wherein said data indicative of a ground transportation service is provided at a time of or prior to obtaining a ticket for admission to said theatrical event.

74. (New) The method of claim 68, wherein said order further comprises a request for admission to said theatrical event.

75. (New) The method of claim 68, wherein said providing data indicative of a ground transportation service occurs substantially simultaneously after said receiving said indication that said portion of said content page has been selected.